

ORDER



Orders
Order / Rev: 211781
Alt Order #: 06860303
Product Desc: 10/2-10/8 AMERICAN CROSSROADS
Estimate: 1065
Flight Dates: 10/02/12 - 10/08/12
Original Date / Rev: 10/01/12 / 10/05/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Crossroads Media LLC
Buying Contact:
Billing Contact:
 66 Canal Center Plaza
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/American Crossroads
Demographic: A35+
Product Codes: PL2
Priority: P1
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: IN16688/TO1709
Agency External ID: IN7573/AU3290/TO1672/AL2022/SP791

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	13	\$8,800.00	\$7,480.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	13	\$8,800.00	\$7,480.00	0.00
Totals	13	\$8,800.00	\$7,480.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	10/02/12	10/02/12	M-F 10-11a Millionaire	CM	10-11a	-T-----	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
MILLIONAIRE/MILLIONAIRE B															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$100.00		0.00			
E 2	WVBT	10/03/12	10/03/12	M-F 10-11a Millionaire	CM	10-11a	--W----	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
MILLIONAIRE/MILLIONAIRE B															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----					1	\$100.00		0.00			
E 3	WVBT	10/04/12	10/04/12	M-F 10-11a Millionaire	CM	10-11a	---T---	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
MILLIONAIRE/MILLIONAIRE B															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$100.00		0.00			
E 4	WVBT	10/05/12	10/05/12	M-F 10-11a Millionaire	CM	10-11a	----F--	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
MILLIONAIRE/MILLIONAIRE B															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$100.00		0.00			
E 5	WVBT	10/02/12	10/02/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	-T-----	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
WVBT FOX NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$1,200.00		0.00			

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 Product Desc: 10/2-10/8 AMERICAN CROSSROADS
 Estimate: 1065
WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WVBT	10/03/12	10/03/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	--W----	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
WVBT FOX NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----					1	\$1,200.00		0.00			
E 7	WVBT	10/04/12	10/04/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	---T---	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
WVBT FOX NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$1,200.00		0.00			
E 8	WVBT	10/05/12	10/05/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	----F--	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
WVBT FOX NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$1,200.00		0.00			
E 9	WVBT	10/08/12	10/08/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	M-----	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
WVBT FOX NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$1,200.00		0.00			
E 10	WVBT	10/02/12	10/02/12	M-F 1045-11p Fox Sportswrap	CM	1045-11p	-T-----	:30	1	\$600.00	P1	0.00	NM	1	\$600.00
SPORTSWRAP M-F/AVG. ALL WKS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$600.00		0.00			
E 11	WVBT	10/07/12	10/07/12	Su 1045-11p Fox Sportswrap Sun	CM	1045-11p	-----S	:30	1	\$600.00	P1	0.00	NM	1	\$600.00
SPORTSWRAP M-F/AVG. ALL WKS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$600.00		0.00			
E 12	WVBT	10/04/12	10/04/12	M-F 1045-11p Fox Sportswrap	CM	1045-11p	---T---	:30	1	\$600.00	P1	0.00	NM	1	\$600.00
SPORTSWRAP M-F/AVG. ALL WKS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$600.00		0.00			
E 13	WVBT	10/08/12	10/08/12	M-F 1045-11p Fox Sportswrap	CM	1045-11p	M-----	:30	1	\$600.00	P1	0.00	NM	1	\$600.00
SPORTSWRAP M-F/AVG. ALL WKS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$600.00		0.00			
													Totals	13	\$8,800.00